

MC9200

The world's most popular rugged mobile computer for challenging environments

AGENDA



ZEBRA

- The business challenge
- The solution: the MC9200
- The applications: what will the MC9200 do for your business?
- A technical look: features and benefits
- Global Services
- Zebra – a true mobility partner

THE BUSINESS CHALLENGE



WORK ISN'T ALWAYS PRETTY

In extreme, rough and tumble environments, mobile devices are...

- Dropped to concrete floors
- Splashed with water
- Exposed to dust and dirt
- Used in blazing hot and sub-zero temperatures



SUPPLY CHAINS ARE MORE COMPLEX THAN EVER BEFORE

- Omni-channel retailing is giving customers more choices, faster delivery, and more SKUs
- In-store pickup of goods ordered by a mobile device will double by 2017
- Consumer 'need it now' expectations are driving same-day delivery



In this hyper-competitive market, anything less than **FLAWLESS FULFILLMENT** results in a lost customer

WHAT'S NEEDED TO SUPPORT
FLAWLESS FULFILLMENT?

STORE-LEVEL INVENTORY
MANAGEMENT, **REAL-TIME** VISIBILITY
OF **CROSS-CHANNEL** INVENTORY FROM
SUPPLIER TO SHELF TO **CUSTOMER**



LAG IN INVENTORY VISIBILITY

2012 Retail Systems Research Study shows lag between the perceived value of inventory visibility and current status of visibility:



MC9200



**THE RUGGED
MOBILE COMPUTER**

IMPROVE PRODUCTIVITY IN THE TOUGHEST ENVIRONMENTS

GIVES WORKERS THE ABILITY TO PROCESS INFORMATION AND TAKE ACTION QUICKLY WITH...

- Next generation mobile platform
- Choice of Android KitKat, WinCE, or Windows Embedded Handheld OS
- Industry leading rugged construction
- Highly ergonomic gun-style design
- Rapid fire scanning of virtually any bar code...near and far



ALL THE RIGHT FEATURES



THE MC9200 DELIVERS ALL THE TOOLS NEEDED TO MAXIMIZE USER PRODUCTIVITY:

1. Increase data capture throughput with best-in-class scanning performance
2. Speed up mobile access to enterprise applications with a modern and easy-to-use UI
3. Streamline task management
4. Deliver mobile access to essential information — for better decision making at the point of action
5. Offer superior reliability in the toughest environments
6. Ensure worker comfort all shift long, even in the most scan-intensive applications
7. Offer a high quality Push-to-Talk voice connection to colleagues, managers and more

IN GOOD COMPANY



NEXT GENERATION IN THE INDUSTRY-LEADING RUGGED MC9000 SERIES

- More than 2.5 million MC9000 Series are deployed to date in some of the world's most inhospitable environments
- Field proven platform with updated specs (Android KitKat option, processor, WLAN, scan engine options and security)

A PLATFORM THAT EVOLVES WITH YOUR NEEDS



THE SAME GREAT FORM FACTOR
THE SAME GREAT RUGGED DESIGN —
AND THE LATEST MOBILE
TECHNOLOGIES

- The latest in features to maximize worker productivity and app performance
- No re-training users
- Minimal re-work of applications
- Backward compatibility with MC9000 Series accessories for a cost-effective upgrade

TWO MODELS MEET DIFFERENT BUSINESS NEEDS



STANDARD

- Windows CE7 and WEHH only
- MPA 3.0
- 512 MB RAM/2 GB Flash



PREMIUM

- Windows CE7 and WEHH, Android KitKat
- WEHH offers Microsoft Office
- MPA 3.0
- 1 GB RAM/2 GB Flash
- Next generation SE4750 2D imager available
- Interactive Sensor Technology (IST) and Embedded RFID tag
- Condensation resistant option
- DPM option available (premium only)

**TWO
MODELS**



**WHAT WILL THE
MC9200 DO FOR
YOUR BUSINESS?**

RETAIL APPLICATIONS

USERS

FRONT OF
STORE
WORKERS

BACKROOM
WORKERS

WAREHOUSE
WORKERS



Price verification

More accurate pricing on the sales floor for more satisfied customers

Inventory counts

More efficient inventory counts means more up-to-date and accurate inventory visibility

Replenishment

Shelves are stocked with the right products at the right time

Price management

Up-to-date pricing changes and competitive price checks

Telephony: Push-to-Talk

Better collaboration and staff management; improve service with instant answers to questions

RETAIL BENEFITS



IMPROVED CUSTOMER SERVICE

- Better inventory management and collaboration increases customer satisfaction and retention rates

INCREASED REVENUE

- Fewer out-of-stocks; accurate and up-to-date pricing

IMPROVED WORKFORCE PRODUCTIVITY

- Same number of workers can manage inventory in the backroom and warehouse

REDUCED COSTS

- Improved workforce utilization reduces labor costs; More accurate inventory reduces overhead carrying costs

WAREHOUSE APPLICATIONS

USERS

WAREHOUSE WORKERS

Inventory counts

More efficient inventory counts means more up-to-date and accurate inventory visibility

Replenishment

Streamline order entry, audit and review; ensure shelves or manufacturing line are stocked with the right products at the right time

Process management

Visibility into who is doing what in real time; faster response times and more efficient workforce utilization



WAREHOUSE BENEFITS



IMPROVED WORKFORCE PRODUCTIVITY

- Same workforce can process more goods and orders per day for maximum efficiency in the warehouse

IMPROVED CUSTOMER SERVICE

- Faster turnaround times and more accurate order fulfillment increase customer satisfaction and retention rates

REDUCED COSTS

- Improved workforce utilization translates into a leaner operation; reduced inventory levels, storage requirements; lower transportation costs through tighter scheduling and fewer shipping errors

MANUFACTURING APPLICATIONS

USERS

LINE
OPERATORS

WAREHOUSE
WORKERS

System monitoring

Real-time visibility into critical KPIs, plant usage and equipment status; mobile HMI and mobile dashboards

Inventory counts

Achieve total inventory visibility and synchronized manufacturing processes

Replenishment

Ensure manufacturing line is stocked with the right parts/material at the right time; employees can signal for replenishment without stopping workflow

Process management

Visibility into who is doing what in real time; faster response times and more efficient workforce utilization



MANUFACTURING BENEFITS



IMPROVED WORKFORCE PRODUCTIVITY

- Streamline manufacturing processes; same workforce can do more in a day

REDUCED WASTE AND COSTS

- Improved workforce utilization translates into a leaner operation; reduced line-side inventory levels; fewer stops in workflow

IMPROVED CUSTOMER SERVICE

- Faster fulfillment increases customer satisfaction and retention rates

FEDERAL GOVERNMENT APPLICATIONS

USERS

**MAINTENANCE
ENGINEERS**

**WAREHOUSE
WORKERS**

**INVENTORY
MANAGEMENT
WORKERS**

Maintenance

Ensure timely inspections and maintenance are scheduled; streamline regulatory compliance requirements

Asset tracking and visibility

Improve accountability; greater inventory control over IT assets and military supply chain

Security

Scan badges and more to ensure only authorized personnel enter agency facilities at guard stations

FEDERAL GOVERNMENT BENEFITS

IMPROVED WORKFORCE PRODUCTIVITY

- Streamline processes; same workforce can do more in a day

REDUCED WASTE AND COSTS

- Fewer lost assets throughout supply chain
- Better equipment/vehicle maintenance increases asset lifecycle

IMPROVED PUBLIC AND WORKER SAFETY

- Stricter asset management
- Safety and weapons inspections, fleet tracking



LOCAL GOVERNMENT APPLICATIONS

USERS

INSPECTORS

**MAINTENANCE
ENGINEERS**

**SECURITY
GUARDS**

**WAREHOUSE
WORKERS**

Asset management

Improve accountability; greater inventory control

**Inspections/
maintenance**

More accurate and timely inspections and maintenance; streamline regulatory compliance requirements

Security screening

Improve security

Code enforcement

More accurate and timely inspections; improve public safety; streamline regulatory compliance requirements

Fleet management

More accurate and timely maintenance; improved fleet utilization

LOCAL GOVERNMENT BENEFITS



IMPROVED WORKFORCE PRODUCTIVITY

- Streamline processes; same workforce can do more in a day

REDUCED WASTE AND COSTS

- Fewer lost assets throughout supply chain
- Better equipment/vehicle maintenance increases asset lifecycle

IMPROVED PUBLIC AND WORKER SAFETY

- Proactive management and service of public works assets



AIRLINE APPLICATIONS

USERS

BAGGAGE HANDLERS

MAINTENANCE ENGINEERS

**Asset management/
baggage handling**

Process automation means less paperwork, more accurate data

**Inspections-
maintenance**

More accurate and timely inspections and maintenance; streamline regulatory compliance requirements

Fleet management

Improved fleet utilization; more accurate and timely maintenance

**Secure freight
tracking**

Better visibility

AIRLINE BENEFITS

IMPROVED WORKFORCE PRODUCTIVITY

- Same number of workers can process more bags and assets per day

IMPROVED CUSTOMER SERVICE

- On-time and accurate baggage delivery increases customer satisfaction

REDUCED COSTS

- Improved workforce utilization reduces labor costs
- Better fleet utilization reduces fuel and maintenance costs and excess inventory



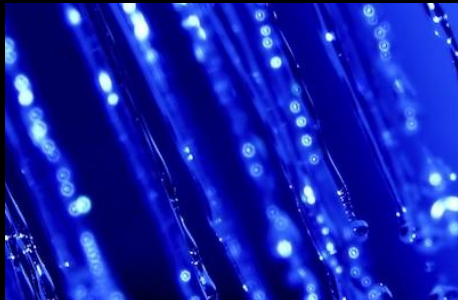
MC9200



FEATURES AND BENEFITS

MORE RUGGED SPECS THAN ANY DEVICE IN ITS CLASS

Built to withstand the toughest environments...with the same great rugged specs of the MC9000 family...



- **DROPS:** Industry's toughest drop test with multiple 6 ft./1.8 m drops to concrete across operating temp, exceeds MIL-STD 810G
- **TUMBLES:** 4,000 3.28 ft./1 m tumbles
- **DUST and SPLASHING WATER:** IP64
- **EXTREME TEMPERATURE:** Operating temperature range of -4° F to 122° F/-20° C to 50° C

PROVEN RUGGED



Most popular rugged mobile computer in the world:

- Integrated one-piece gun handle
- Torque cell construction improves distribution of shock when dropped
- Ultra-strong Gorilla glass scanner exit window
- Mechanically tuned external bumpers
- Internal magnesium frame
- Insert molding improves sealing
- Polycarbonate touchscreen design (hardness = 4H)

WHAT CAN THE MC9000 SERIES ENDURE?



**Hit with a
baseball bat**



**Dropped from 25 ft.
to concrete**



**Even run over
by a truck**

Each “test” was conducted by a Zebra partner and is not a guarantee that the MC9200 will survive a 25 ft. drop. The published drop spec is 6 ft., but as real life tests show, the device is able to survive much greater abuse.

THE POWER TO SUPPORT ANY APPLICATION

ALL
apps



Boost user productivity by deploying today's elegant and intuitive mobile apps:

- Dual core 1 GHz processor
- 2 GB of Flash memory
- Up to 32 GB of additional memory via an SD card
- Choice of the world's most popular and robust operating systems: Android KitKat, Windows Embedded Handheld and Windows CE
- Provides enough power to run complex ERP applications...simultaneously

NOW WITH ENTERPRISE-CLASS ANDROID KITKAT

Enjoy the best of both worlds...

“CONSUMER-CLASS” EASE OF USE

The fastest and smoothest version of Android to please the most technology savvy workers

The ability to create enterprise apps that are every bit as elegant and intuitive as the consumer apps workers use every day

ENTERPRISE-CLASS

Enterprise-class security

Enterprise-class manageability

Enterprise-class data capture features

Superior wireless connectivity

Upgrade from Windows to Android, or Android to Windows*

* Premium models only

MOBILITY EXTENSIONS (Mx) by ZEBRA



**All the enterprise class features
you need in Android. Delivered.**

Mx Security

Additional features that let you reap the advantages of Android without compromising security

Mx MAM

Complete control over the applications resident on the devices – from installation to ongoing updates

Mx MDM

Compatibility with your existing mobile device management solution for ‘single window’ simplicity

Mx Data Capture

Support for enterprise-grade data capture, from industrial bar code scanning to signature capture, NFC and beyond

Mx Wireless

Enterprise-grade Wi-Fi grade Fusion wireless radio that provides highly dependable wireless connections

ONE DEVICE...SEVEN SCANNING OPTIONS

Offers the most scanning options to capture literally ANY kind of bar code



1

SE965: high-performance 1D scanning
(available on Windows now, Android 2H 2015)

2

SE1524-ER: long range 1D scanning
(available on Windows now, Android in the near future)

3

SE4750: next generation 2D imager with PRZM Intelligent Imaging technology for unparalleled imaging performance, standard, mid-range and DPM available
(available on Windows and Android 2H 2015)

4

SE4500-SR: general purpose 2D imager with laser-like performance
(available on Windows now, Android 2H 2015)

5

SE4600: groundbreaking long range 2D imager
(available on Windows only; Next Generation Long Range Imager available on Android in 2016)

6

SE4500-DL: 2D imager for dense bar codes found on driver's licenses and other identification cards
(available on Windows only)

7

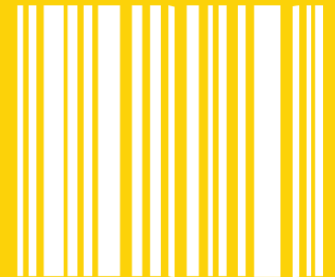
SE4500-HD: 2D imager for very high-density 1D/2D bar codes and DPM marks common in manufacturing
(available on Windows now; Next Generation DPM available on Android in 2016)

REVOLUTIONARY 2D IMAGING

Keep productivity high with laser-like performance for all bar codes...

MIGRATE TO GS1 AND 2D BAR CODES WITHOUT IMPACTING PRODUCTIVITY

- Best-in-class 2D imaging performance
- Scan all 1D and 2D bar codes... near or far, dirty or damaged



BREAKTHROUGH LONG RANGE IMAGE OPTION

Address your warehouse needs with the SE4600 long range imager

ISSUE Workers in a single warehouse need to scan 1D location bar codes from near contact to as far away as 45 feet away, as well as a wide variety of 1D or 2D product bar codes.

SOLUTION The SE4600 allows workers to read 1D and 2D bar codes near and far...with a single device.

ISSUE When inventory is stored outdoors, bar codes must be scanned in direct sunlight at long range.

SOLUTION The SE4600 long range imager can capture bar codes in any lighting...including direct sunlight.

ISSUE A forklift operator must scan 1D bar codes at a distance in a vertical orientation.

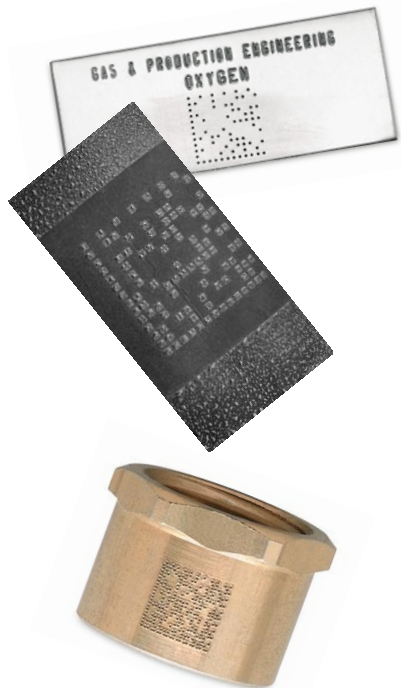
SOLUTION The SE4600 allows workers to capture bar codes with point-and-shoot simplicity – no need to align the bar code and scanner.



HIGH PERFORMANCE DPM SOLUTION*

DPM

Achieve new levels of product quality and traceability...



- Omnidirectional scanning of DPM and high density bar codes
- Supports any direct part mark: dot peen, laser etch, ink mark, chemical etch, inkjet mold, cast and thermal spray
- Easily track and trace every part
- Improve product safety and comply with government regulations

* Available on Windows now; Next Generation DPM available on Android 2016

COST-EFFECTIVE IDENTIFICATION SOLUTION



SE4500-DL

Optimized for driver's licenses and ID cards

- Omnidirectional scanning of medium and high density 1D/2D bar codes and large PDF codes
- Instantly verify identification at border crossings, bases and other secure areas
- Auto-populate sign-up forms with a quick scan of a driver's license

MOBILITY DNA



Every strand of our mobility platform is simpler with Zebra's Mobility DNA. You get the industry's most comprehensive suite of mobility must-haves to accelerate and simplify your mobility deployment.



Mobility Extensions (Mx)

Turns Android into an enterprise OS



All-Touch Terminal Emulation:

Transform legacy "green screens" into HTML5 without any coding (*Android only*)



EMDK

Comprehensive toolkit for integrating MC9200 features



PowerPrecision

Better battery cycle times and metrics



Workforce Connect PTT Express

PTT support right out of the box



TekSpeech Pro

Voice-directed workflows (*Windows only*)

THE POWER TO SUPPORT ANY APPLICATION



Delivers the best possible wireless voice and data experience:

- **Wi-Fi 802.11a/b/g/n/d/h/i/k/r (Android)**
- **Wi-Fi 802.11a/b/g/n/d/h/i (WinCE/WEHH)**
 - Supports wireless 'n' to provide workers with a superior wireless voice and data experience
 - Enhanced security and performance
 - Cost-effective Push-to-Talk voice and data inside the four walls; eliminates coverage issues
- **Government grade security**
 - FIPS 140-2 Level 1 certification secures Wi-Fi and Bluetooth communications – without any Impact on performance

BUILT-IN SUPPORT FOR OS AGNOSTIC APPS



Substantially reduce your application costs with Zebra's RhoMobile Suite

- Write a single version of an application and run it on all your devices regardless of:
 - Device type: including other Zebra mobile computers as well as third party smartphones
 - Screen size
 - Operating System: runs on Windows Embedded Handheld, Android, Apple iOS
- Online and offline applications
- Lets you choose the right device for each worker, without driving up application development, deployment and management costs

EASY-TO-READ DISPLAY



Excellent readability in any lighting:
from the dim corners of the warehouse
to the bright sunlight on the tarmac

- 3.7 inch high-resolution backlit color VGA
- VGA provides 30 percent greater resolution than a QVGA display – for crystal clear text and graphics

30%
GREATER RESOLUTION

EASY DEVICE TRACKING

Integrated RFID tag* for easy asset management

- Automatically track MC9200 devices as they move in and out of control rooms
- Know which employee has which device
- Helps prevent theft and loss
- UHF RFID-enabled handheld can be used to locate missing MC9200 mobile computers

* Premium models only



INTEGRATED RFID

CHANGE THE KEYPAD IN MINUTES

Six interchangeable keypads for superior customization

- Meets the needs of virtually any application – from heavy text entry to calculator-style numeric
- Keypads can be swapped in your backroom in minutes
- Quickly swap and service keypads in the unlikely event of keypad damage



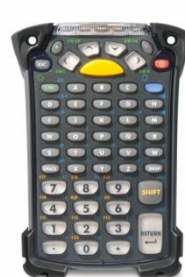
28 Key



43 Key



53 Key



53-VT Key



53-5250 Key



53-3270 Key

A COMPLETE ENTERPRISE-CLASS ACCESSORY FAMILY

Make life easy for users and your bottom line

- Virtually any accessory for any need...from desktop, wall mount and 'toaster' style cradles to holsters, headsets, payment card readers and more
- Backward compatibility with MC9000 accessories protects your existing investments while you upgrade to the latest mobile technology



READY TO GO ENTERPRISE APPLICATIONS

Across Industries

INDUSTRIES	APPLICATIONS
<ul style="list-style-type: none">• Warehousing / distribution• Retail• Manufacturing• Federal / State / Local Government• Airlines	<ul style="list-style-type: none">• ERP• Inventory management• Warehouse management• Asset management• Inspections• Voice-directed applications• Workflow• Task management

Get up and running fast with ready-to-go tested and proven applications.

There is a Zebra partner that knows your business, its challenges and best practices that resolve those challenges.

MC9200



**WHAT'S NEW IN
THE MC9200?**

THE MC9200 FEATURES SET



Starts with all the same popular features of the best-selling MC9000 Series...

- The same industry leading proven form factor: size, ergonomic design, keypad options
- The same field proven rugged specifications
- The same accessory ecosystem: no need to rip and replace accessories to upgrade
- The same broad line of business apps from Zebra's partners

And adds the latest in...

- Mobile computing power: processor, memory, Windows Embedded Handheld, Windows CE and Android KitKat
- Wireless communications with support for 802.11 'n'
- Data capture options and performance

NEW FEATURES

FEATURE	MC9190G	MC9200	BENEFIT
Processor	806 MHz	Dual core 1GHz	Power to run next generation graphics intensive apps and multiple complex ERP apps
Memory	256MB RAM/1GB Flash	512MB RAM/2GB Flash 1GB RAM/2GB Flash	
OS	Windows CE6 Windows Embedded Handheld 6.5.3	Windows CE7 Windows Embedded Handheld 6.5.3 Android 4.4.4 (KitKat)	Support for latest mobility features and option to move to Android OS
MPA	MPA2	MPA3	Latest best-in-class mobility architecture for extended lifecycle and future-proofing
WLAN	802.11a/b/g	Android: 802.11 a/b/g/n/d/h/i/k/r Windows: 802.11 a/b/g/n/d/h/i	Bandwidth to support more users and more apps; enhanced security, load balancing and device roaming
Scanning Options	1D Lasers: <ul style="list-style-type: none"> • SE960 • SE1524-ER Imagers: <ul style="list-style-type: none"> • SE4600 • SE4500-SR/DL/HD 	1D Lasers: <ul style="list-style-type: none"> • SE965 • SE1524-ER Imagers: <ul style="list-style-type: none"> • SE4750 • SE4600 • SE4500-SR/DL* • SE4500-HD** <small>*SE4500-DL Windows only **Next generation DPM available on Android in 2016</small>	Latest bar code scanners for superior bar code capture of virtually any bar code; more data capture options than any device in its class

MC9200



GLOBAL SERVICES

SUPPORT SERVICES

COMPREHENSIVE END-TO-END SERVICES
HELP YOU GET AND KEEP YOUR **ENTERPRISE**
MOBILITY SOLUTION UP AND RUNNING
AT PEAK PERFORMANCE.

ZEBRA *OneCare*



**COVERAGE
FROM DAY ONE**

Keep your MC9200 devices operating at peak performance

Upgrade to the ultimate in post-deployment support with multi-year coverage from day one

YOU' RE COVERED – PERIOD

- Normal wear and tear plus accidental breakage repair coverage
- Covers internal and external device components, plus select accessories that ship with the MC9200
- Includes telephone and software support
- Upgrade to *OneCare* Select to add next-business-day dispatch of replacement devices

BENEFITS

- Maximize device uptime
- Unparalleled “from the manufacturer” expertise
- Outstanding value – eliminates unexpected repair costs
- Frees IT to focus on more strategic initiatives

MC9200



**A TRUE
MOBILITY PARTNER**

UNMATCHED BREADTH

**EVERYTHING YOU NEED, UNDER ONE ROOF –
MOBILE DEVICES, WIRELESS INFRASTRUCTURE, RFID,
SECURITY AND SUPPORT SERVICES**



Handheld mobile computers

Vehicle-mount mobile computers

Wearable mobile computers

Tablets

Handheld bar code scanners

Fixed mount scanners

Security solutions

Two-way radios

RFID fixed and handheld readers

RFID mobile readers

Micro Kiosks

Wireless networks

Mobile device management

End-to-end services



THANK YOU! THE MC9200

The world's most popular rugged mobile computer for challenging environments